

GALLEON PRESS

INCORPORATED



PHOTOGRAPHIC DIVISION

175 FIFTH AVENUE · NEW YORK CITY

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Dear Miss Gilpin:

A few days ago Mr. Heyworth Campbell sent you an invitation to participate in a new photographic series he is editing. Of necessity, that invitation was couched in general terms because the project has not yet fully crystallized and because neither Mr. Campbell nor I wanted to give any false impression of the nature of the undertaking. However, a number of questions have been raised which we feel should be cleared up lest our intentions be open to misunderstanding.

As you probably know the new series will be published by The Galleon Press which has recently issued THE LEICA PHOTOGRAPHIC ANNUAL and Mr. Peel's SHADOWLESS FIGURE PORTRAITURE. In the present series we contemplate an approach to photography we believe to be long overdue. I mean by this an honest and serious attempt to reproduce pictures in the format their authors originally designed, whether that be 5 - 7 or 11 - 14; we believe that pictures have too long been forced to conform to arbitrary sizes. Equally important we feel that a reproduction is worthless unless the artist's ideas of tonal quality, paper and color -- if any has been used -- are faithfully duplicated. Finally, we should like to see all this achieved at a cost that would put the collections within the reach of the lowliest pocketbook.

This is what Mr. Campbell endeavored to convey in his invitation. Some of you have received the impression that because this project starts off with such lofty aims we would, of necessity, be compelled to ask for pictures without payment. Such has never been our intention. We believe that it is as important to recognize the principle of equitable remuneration as it is to strive for technical perfection. Frankly, we do not know what the series will do in the way of sales, although, equally frankly, we think it will find a ready response. We have appropriated a budget for pictorial material on the basis of what we think the series will do its first year. If it does better we will increase the budget.

We do not mean to imply that we hope to compete in the pictorial market with large advertisers whose pictorial purchases are a means to an end. By the same token, we are not asking for any rights to the pictures we intend to use and we are asking to buy only one print to be reproduced only once. We believe that you will want to cooperate not so much because of any immediate tangible gain from the pictures we buy but because we feel that you recognize the value of an educational program that is calculated to benefit the entire photographic industry and to raise the whole level of photographic reproductions. If you are willing to participate, please be good enough to send your picture directly to our office. All contributions will be promptly acknowledged and selection speeded.

Sincerely yours,

Kenneth Houston
Kenneth Houston, Editor
The Galleon Press